

2012 HIGHER SCHOOL CERTIFICATE EXAMINATION
Business Studies

Section II

40 marks

Attempt Questions 21–24

Allow about 1 hour and 15 minutes for this section

Answer the questions in the spaces provided. These spaces provide guidance for the expected length of response.

Question 21 (8 marks)

- (a) How might a business benefit when an operations manager acts in an ethically and socially responsible manner? Support your answer with relevant examples. 4

With increasing competition, business's look to differentiate themselves from competitors, such as acting in^{on} ethically and socially responsible way. Similarly, consumers ~~are~~ look to purchase a business's products who ~~are~~ act in responsible ways. For example, a consumer is more likely to purchase products from a business whose operations manager does not exploit cheap labour, poor working conditions or unsafe working conditions.

- (b) Why might a business be resistant to meeting its corporate social responsibilities?

A business seeks to do more than just complying with legal regulations by exceeding customer expectations through an integrated CSR. Meeting CSRs however occur with ~~in~~ extra costs and added responsibilities. Also, CSRs may result in a change in business operations which brings about psychological and financial associated resistance.